



**The 40th Anniversary of EARTH DAY
at the Crossroads of the World
April 22nd 2010**

New York City is a world leader in many fields, setting the pace and the agenda for business, media, fashion and culture. Recently under Mayor Michael Bloomberg, the City has emerged as a leader in urban sustainability and the fight against climate change. Our goal is to make New York City the focus of national and international public attention for the 40th Anniversary of Earth Day. With the support of the Bloomberg Administration, we are creating an event of truly international proportions in the heart of New York City and at the Crossroads of the World – Times Square.

On April 22nd, 2010 we have an historic opportunity to present a worldwide call to action and unified purpose. As one of the most internationally diverse cities, New York City is the perfect place to celebrate Earth Day by showcasing leaders and beloved musical artists from across the globe.

The artistic performances at the Crossroads of the World event will range from the stars of Broadway shows, to legendary American and international performers. Invitations are currently out to Green Day, Sting, Bette Midler, Wyclef Jean, David Bowie and Government Mule. The Wailers, the cast of Hair, Elphaba the green witch of Wicked and a local Samba Band have confirmed. The goal is to attract both international attention and to spread an environmental call to action to the world.

The event is scheduled from 11am – 2pm on Thursday April 22 with a media-oriented morning show in the 8–9am range. We anticipate that the event will be attended by a live audience in the tens of thousands, and seen by millions via broadcast around the globe. Thanks to the use of a number of screens in Times Square, the event will be experienced by even more people who may be passing through the Square. We will also capture key moments in an electronic press kit (EPK) that will be distributed broadly.

In addition to musicians representing a variety of genres and countries, Earth Day 40 at the Crossroads of the World will feature global leaders calling on the audience to take positive action for the planet. Invitees include **inspirational activist Wangari Maathai who is best known for planting millions of trees in Nigeria**; we hope her video speech could follow an appearance by Bette Midler who helped spearhead the planting of one million trees in New York City.

Mayor Bloomberg will deliver his Earth Day address from our stage. Other invited speakers include former President Bill Clinton, Al Gore and Secretary General of the United Nations, Ban Ki-moon. President Barack Obama, and other dignitaries who cannot appear live have been invited to provide short inspirational video messages to be played on the screens in Times Square integrated into the live programming. One of the prevailing messages of our event in Times Square will be that it is not just an event for New Yorkers, or only for Americans, but instead represents an historic moment of hope and unity to be shared by the world. Earth Day 40 emanating from the Crossroads of the World will be broadcast internationally, and in combination with online media outlets, has the potential to reach hundreds of millions of viewers worldwide.

EARTH WEEK AT GRAND CENTRAL TERMINAL:

Earth Week at Grand Central will be comprised of several special events, **the Cit-E of the Future** inside in Vanderbilt Hall from 4/19-24, the **Giant Earth Images** in the Main Concourse 4/19-24 and **EarthFair** 4/23-24 outside on Vanderbilt Avenue. In addition to the 750,000 people that pass through Grand Central on an average day, we will draw thousands more from New York City and its surrounding communities through a multi-tiered advertising and marketing campaign.

EARTH DAY EDUCATION PROGRAM:

A major component of the 40th Anniversary of EARTH DAY will be to reach out to NYC youth and students to educate and inspire them to take positive steps towards greening their schools and communities. During Earth Week, Monday, April 19-23rd Earth Day New York in partnership with the NYC Department of Education, the United Federation of Teachers, the Green Schools Alliance, and a coalition of environmental organizations will organize and implement "Earth Day teach-ins" to educate NYC students about climate change and sustainability. The teach-ins will promote a variety of options for teachers to engage students in learning about climate change and what they can do to slow down its effects and create a more sustainable world.

NURTURING NATURE:

Earth Day New York is actively nurturing New York City's urban forest in a partnership with PlaNYC's MillionTrees NYC initiative, New York Restoration Project, Natural Resources Group and NYC Parks Department. Our tree planting and tree stewarding (i.e. weeding, mulching and watering) events throughout the city help these young trees survive the first few years which are crucial to their health and growth.

THE E CAMPAIGN:

April 22nd, 2010 marks the 40th Anniversary of Earth Day and while the challenges we face appear overwhelming, it seems an opportune moment to promote a new symbol of hope and commitment. The **i am E** campaign creates the opportunity for individuals to speak out about what they are doing to take positive action for the Earth and will highlight choices made by all kinds of people to live greener, cleaner, and more sustainable lifestyles. Our goal is to create a sense of community and identity that will attract a broad segment of the population. It is time to rekindle the idea that we are all part of a powerful movement that can really make a difference. **Be the E.**



HISTORY OF EARTH DAY NEW YORK

Earth Day New York (EDNY) was founded in late 1989 by a broad coalition of environmental groups to celebrate the 20th Anniversary of Earth Day in New York City. In 1990, Earth Day New York mobilized two million people to attend Earth Day's 20th Anniversary events - the Earth Rising Ceremony in Times Square, the Environmental Exposition and Cultural Festival on Sixth Avenue and a major concert in Central Park featuring the B-52s, speeches by Governor Cuomo and Mayor Dinkins among many others. For the 25th Anniversary in 1995, they organized diverse arts and educational events including The Parade for the Planet, The Giant Earth Projections and an International Poster Exhibition. For the 30th Anniversary, a vast environmental festival was presented in three different venues (Battery Park, Battery Park City and the World Trade Center.) For the past seven years Earth Day New York has hosted EarthFair at Grand Central, a two-day festival of art, music and the environment on Vanderbilt Avenue and in Vanderbilt Hall inside the majestic Beaux-Arts Terminal.